

HB 6692 - WHAT'S IN IT FOR ME?

This testimony will outline a benefit of support for ACT not often discussed; the largely untapped potential for your campaign fundraising.

Of course as legislators you have tough decisions to make about what's best for your constituents and for the State. Much of the testimony you've been hearing about this Bill and the Arts, Culture and Tourism (ACT) industry has focused on the very large and very quick dollar amounts and ROI to the State budget, and/or the number of jobs for your constituents. This testimony will add to those benefits the fact that while doing a smart thing for both the State and your constituents, your support for this Bill, if you promote your support of it, could lead to fresh and significant sources of campaign funds.

ACT People Vote

First, the arts, culture and tourism assets that generate all the revenue, ROI and the jobs you've been hearing about are not abstract concepts, they are they are the businesses and not-for-profits in your district. Importantly, they are led and staffed by real people; the hands-on folks who deliver the lifestyle and jobs that makes your district such a great place to live and work. Of course, many are voters.

ACT's Figures are the Tip of Its Economic-Impact Iceberg

For the record, ACT's economic impacts, ROI and jobs often cited are under-estimated, and greatly so. Like the calculations for any of our State's industry "pillars," the jobs and revenue figures cited are based on only those organizations exclusively categorized as ACT industry. The simple fact is that ACT is unique such that those categorized as such are just the tip of its economic impact iceberg. A truer measure would look beyond just the impacts of the attractions and hotels to consider visitors' full budgets, the majority of which is spent at restaurants, stores and gas stations along the way.

ACT is a Girder Industry Supporting the Pillars

An even more inclusive calculation would reflect the fact that the lifestyle ACT delivers helps to attract and retain the other major employers in the area. Ask how many HR departments tout the area's lifestyle when recruiting employees? Bottom line; because ACT is more of a "girder" supporting "pillar" industries in the district, it has far-greater impact than the already impressive figures generally cited.

ACT Leadership is Influential and Affluent

Aside from this Bill filling the State's coffers and improving the livelihood of a large share of ACT workers/voters, be aware that the assets that comprise the ACT industry are led by your district's most influential men and women. From those who participate in their area's Chamber of Commerce to those who sit on its not-for-profit boards, ACT leadership is larger in number than you might think, and disproportionately affluent, generous... and interested in your support of this Bill.

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ABOUT JOHN BOURGET

President of Witan Intelligence, a marketing intel and strategy consulting firm with over 35 years of service to a wide range of industries. Among accomplishments are the engagement to design, establish and run (for its first several years) the Quinnipiac Poll, and strategic intel consultations for candidates for state and national offices. ACT clientele includes marketing, fundraising economic impact measurement engagements for the State's Office of Tourism, DEEP, DOT and a large number and variety of Connecticut's ACT organizations and our leading casinos, museums, and arts and destination marketing organizations.

